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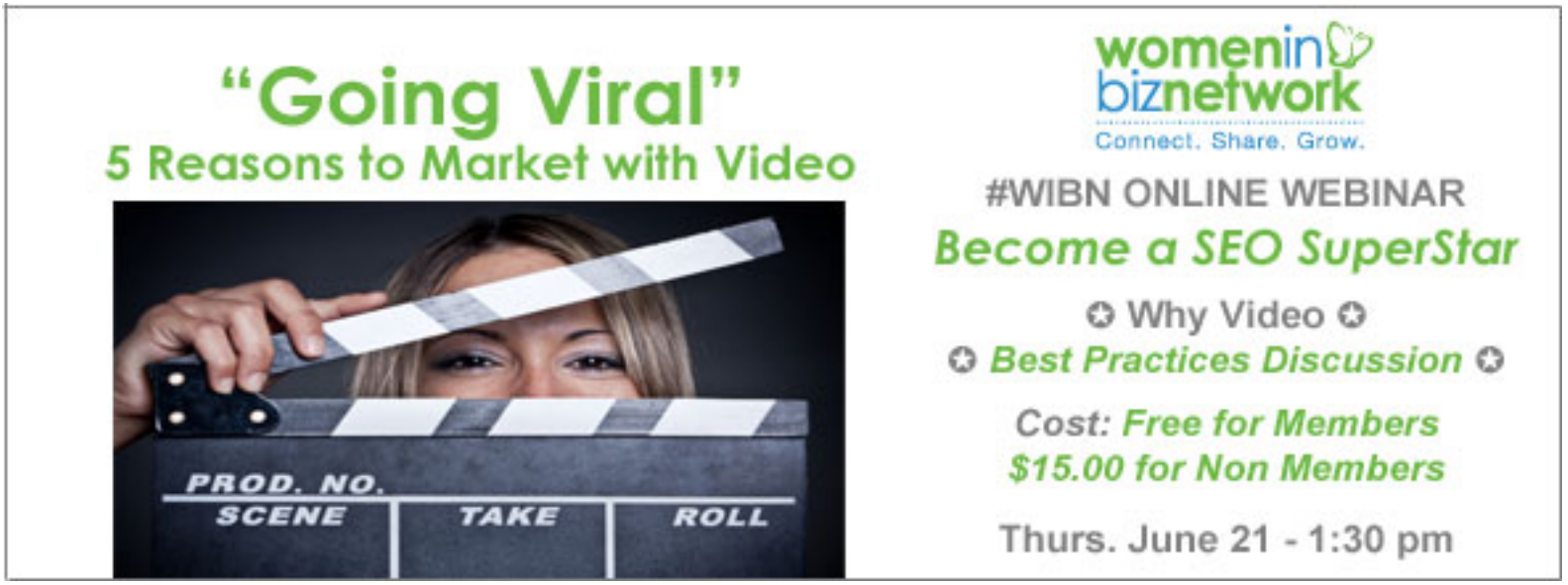
Connect. Share. Grow.

Women in Biz Network Presents



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Women in Biz Network Webinar Sponsors

@chevroletcanada @td_canada @randomhouseca

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Your Host of WIBN Webinar

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Leigh Mitchell is the founder & president of Women in Biz Network. Leigh specializes in empowering professional women through skill building events, conferences, memberships, webinars and marketing services. Leigh is passionate about connecting women online nationally and in person both in Toronto (GTA) and Vancouver. Her main goal is to help women achieve their dreams while maintaining their sanity. Leigh has successfully worked with major brands such as GM Canada, Johnson & Johnson, Maple Leaf Foods, TD Canada Trust, Staples Canada and Random House. Leigh has been featured on CBC Radio, the Toronto Star, the Globe & Mail and in other media and has been a featured speaker at Blissdom Canada.

@Leighmitchell or @womenbiznetwork

Our Webinar Panelists

Chala Dincoy
Is the person you go to if you want to jump quickly to the next level of your business potential. For 20 years, she's been a marketing manager at companies such as Pepsi, Pizza Hut ,Frito Lay, Diageo, Playtex and lastly BIC. With a desire to use her sometimes painful corporate experiences to help business professionals to increase their productivity, Chala became a certified business coach with the International Coaching Federation and has a practice supporting managers who want to progress further in their goals faster than they would on their own**.** **www.coachtactics.com** **@coachtactics**

Jaeny Baik "Pronouced Jenny Beck"
Former on-air CBC journalist, Jaeny's interactive presentation will deliver smart, usable proven-to-work YouTube strategies. Her trade secrets will guide attendees past the top mistakes novice video bloggers make and share 3 simple elements of successful videos.
www.jaenybaik.com **@jaenyb**

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Why Video?

How to humanize your brand:

- Tell your story – why & your passion
- Speak to your customers pain points and needs
- Be yourself!
- Show your enthusiasm
- Be helpful

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A GREAT MARKETING TACTIC
DRUM ROLL PLEASE: Video

Marketing with Video

Why we love video marketing

- YouTube is where your customers are (# 3 most popular site)
- It allows your customers to relate better to you
- Great for short attention spans!
- Fantastic for SEO (Search Engine Optimization)
- You can introduce your brand or provide special offers

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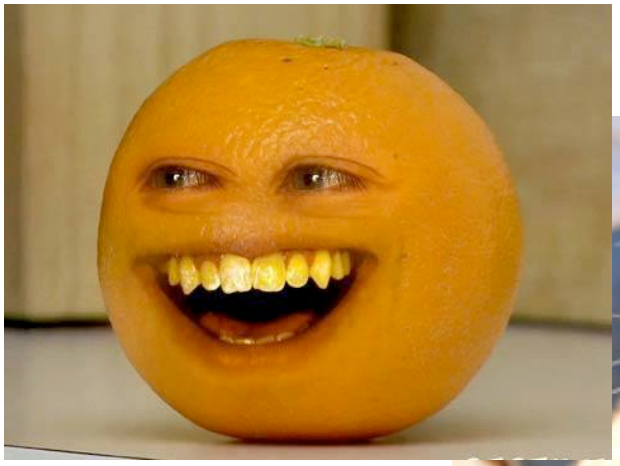
Informative

- Interviews
- Webinars
- Demos

Entertaining

- Music videos
- Spoof / comedy
- Drama

Popular Video Content



- Funny
- Music
- Shocking
- Instructional

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Video Content Tips

- Short is sweet
- Keep it simple
- Focus on first 10 seconds
- Camera shy?
  Try screen recording
- Be yourself,
  outline not script
- Iterate

K.I.S.S. Philosophy –
Keep It Simple Stupid

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Where to Publish?

SEO for YouTube

- Title & Description
- Tags
- Popularity / Views
- Inbound Links / Embeds
- Ratings & Comments

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Promote Everywhere

twitter

LinkedIn

facebook

StumbleUpon
Discover new sites

digg

del.icio.us
your bookmarks

Videos On Your Web Site/Blog

- Embed in your blog & allow others to
- Add text for SEO
- Respond to comments
- Encourage your community to blog it

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Questions, Comments & Best Practice Sharing